

**UNITED STATES OF AMERICA**

**Before the  
POSTAL RATE COMMISSION  
Washington, DC 20268**

**RECEIVED  
JAN 18 9 26 AM '00  
POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY**

**Postal Rate and Fee Changes, 2000**

**Docket No. R2000-1**

**NOTICE OF APPEARANCE AS A LIMITED PARTICIPATOR  
BY HALLMARK CARDS, INCORPORATED**

Hallmark Cards, Incorporated ("Hallmark") hereby gives notice that it will participate in the above-captioned proceeding as a limited participator, pursuant to § 20a of the Rules of Practice (39 CFR § 3001.20a).

Hallmark has an interest in this proceeding, first, because it is the Nation's largest publisher of greeting cards; as such, its business is materially affected by Postal Service rates, classifications, costs and cost allocations, and other policies and practices that may either promote or discourage the use of First-Class Mail for personal communication. Most of the more than seven billion greeting cards purchased annually are sent by mail — usually First-Class Mail — and are a vital form of non-business, person-to-person postal communication. Many other greeting cards, mailed by small businesses, perform a similar role in personalized communication. In addition, Hallmark is a substantial user of First-Class Mail in the conduct of its own business affairs.

Hallmark intends to participate fully in all aspects of this proceeding, within the letter and spirit of § 20a of the Rules of Practice.

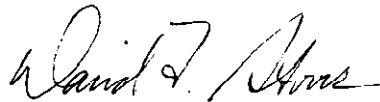
It is requested that service of documents be made upon:

Ms. Barbara Koirtyohann, Director of Public Affairs  
Hallmark Cards, Incorporated  
Box 419580 — Mail Drop #288  
Kansas City, MO 64141-6580

David F. Stover, Esq.  
2970 S. Columbus St., #1B  
Arlington, VA 22206-1450

January 18, 2000

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "David F. Stover".

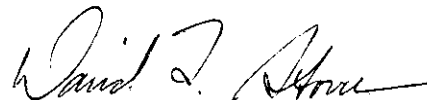
David F. Stover  
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(703) 998-2568  
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postamp@crosslink.net

Attorney for Hallmark Cards,  
Incorporated

**CERTIFICATE OF SERVICE**

I certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with § 12 of the Rules of Practice.

January 18, 2000



David F. Stover  
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Attorney for Hallmark Cards,  
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